

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 121645Z MAY 76

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3339

UNCLAS TEGUCIGALPA 2329

E.O. 11652: N/A

TAGS: BEXP, HO

SUBJ: WTDR/FTI

REF: USDOC 6083

1. HONDURAS 2. CNTRY CODE: 215 3. SER NO: N.A.

4. AGENCIA RENE SEMPE

5. P.O. BOX 219, BOULEVARD A TONCONTIN

6. TEGUCIGALPA, HONDURAS

7. CABLE: SEMPE 8. TELEX: N.A. 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN HONDURAS

12. RPT. DATE: 05/76

13A. 37111/135 RETL; DIST; IMP; OF PASSENGER CARS

13B. 37112/135 RETL; DIST; IMP; OF TRUCKS

13C. 37113/135 RETL; DIST; IMP; OF BUSES

13D. 37141/13 . 435); IMP; DIST; OF PARTS AND ACCESSORIES
FOR MOTOR VEHICLES.

13E. 35231/135 RETL; IHH; DIST; OF WHEEL TRACTORS AND ATTACHMENTS.

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14. CONTACT: WALTER CAMORIANO, TITLE: MGR.

15. CABLE: SEMPE 16. TELEX: N.A. 17. TEL: 225101

18. FINANCIAL REFS: BANCO ATLANTIDA, TEGUCIGALPA.

19. TRADE REFS: CHAMBER OF COMMERCE, EDIFICIO BARJUM, TEGUCIGALPA.

20. REPRESENTATIVE FOR: CHRYSLER CORP, P.O. BOX 1919, DETROIT, MICH. 48231 (MOTOR VEHICLES); MASSEY FERGUSON, INC., 1901 BELL AVE., DES MOINES, IOWA 50315 (TRACTORS; YALE & TOWNE, 100 ERIE VIEW PLAZA, CLEVELAND, OHIO, 44114 (HOISTS); THE ROVER CO., LONDON, ENGLAND (MOTOR VEHICLES); MACHINEN FABRIK ANSBURG, HAMBURG, W. GERMANY (MOTOR VEHICLES); PERKINS ENGINES, INC., 24175 RESEARCH DRIVE, FARMINGTON, MICH 48024 (DIESEL ENGINES).

21. AGENCIA RENE SEMPE IS ONE OF THE LARGEST FIRMS OPERATING IN HONDURAS AND ONE OF THE DIVISIONS OF RENE SEMPE SUCESTORES. THE BUSINESS IS A LIMITED PARTNERSHIP. IT WAS FORMED IN 1972 AFTER MR. RENE SEMPE DIED IN AN ACCIDENT. HIS WIDOW AND SONS ASSUMED CONTROL OF THE FIRM. THE FIRM HAS ITS OWN MODERN BUILDING WHICH HOUSES SPACIOUS SHOW ROOMS, OFFICES, WAREHOUSES, WORKSHOP, SPARE PARTS DEPARTMENT, ETC. THE FIRM OPERATES A BRANCH IN SAN PEDRO SULA AND AGENCIES IN THE PRINCIPAL CITIES OF THE COUNTRY. THE FIRM ENJOYS AN EXCELLENT REPUTATION IN LOCAL BANKING CIRCLES.

22. PREPARED BY: J.J. ORTUNO, APPROVED BY: D. MCNALLY.
SANCHEZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TEGUCI02329
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760184-0878
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760561/aaaacaeu.tel
Line Count: 89
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2004 by wolfsd>; APPROVED <18 JAN 2005 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDRI/FTI
TAGS: BEXP, HO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006